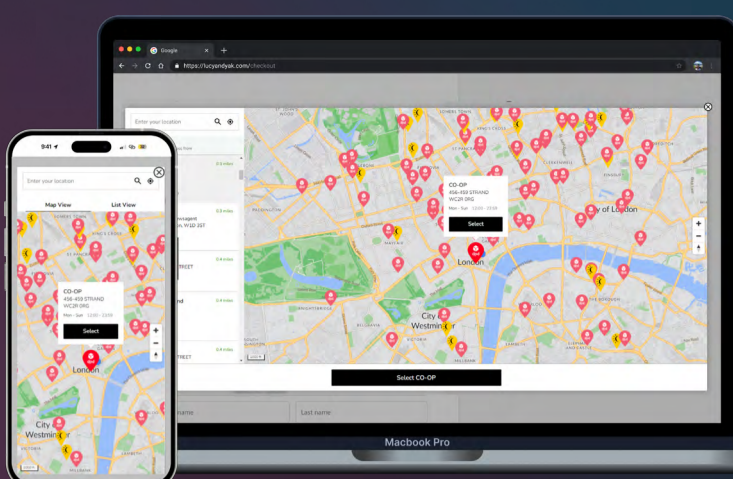


# Lucy & Yak

## Key facts

- Since going live with HubBox 28% of customers have already switched to local pickup.
- This shift has contributed to a reduction in shipping costs.
- They have implemented a more sustainable delivery option aligned with Gen Z customers.



## About Lucy & Yak

Lucy Greenwood and Chris Renwick are the dynamic duo behind Lucy & Yak, the eco-friendly clothing brand that's taking the fashion world by storm.

The company was founded in 2017, and, at first, they sold vintage clothing on Depop. Spotting the trend for dungarees, they decided to create their own. Today, Lucy & Yak isn't just a clothing brand; it's a movement. With products flying off the shelves each month, a whopping 50% year-on-year growth rate, and stores popping up all over the UK, including the most recent in their hometown of Brighton, business is booming for the eco-friendly brand.

The new Brighton store is not just a shop; it's a sustainability flagship, complete with workshops and events to educate and inspire.



*Adding collection points would mean drivers could then deliver multiple parcels to one location instead of making several stops.* Jonny Archer, Head of Operations



## The Solution

### Gen Z-Approved Greener Delivery

"The integration was really easy", says Jonny. "Our account manager at HubBox was brilliant, she gave us all the information we needed to make it work. From the initial conversation to go-live it took six weeks."

Offering local pickup has been well received by customers. **Around 28% have already made the switch from home delivery to local pickup since implementation in March 2023.**

"We've had lots of feedback saying that it is a great option and they're glad we've implemented it," says Jonny. **"We've also reduced our shipping costs because it's cheaper to deliver multiple parcels to store than to individuals' homes."**

Has the convenience factor led to more sales? The team certainly thinks so: "Offering pickup makes a big difference," explains Annabel. "One customer had their item sent to a pickup location in Brighton, even though they don't live here. She then picked up her order on the way to an interview!"

And, with Gen Z leading the charge for sustainability, Lucy & Yak are right on trend.

"Young people today are much more conscious about the brands they shop with," says Jonny. "They research your environmental practices and seek out businesses that pay fair wages and use sustainable materials." "I'm proud that we are bold and unequivocal in our commitment to sustainability, from our organic cotton clothes to our greener delivery options."

## Stylishly Sustainable: Lucy & Yak's Delivery Challenge

Their commitment to sustainability doesn't stop there. The team also wanted to cut carbon emissions associated with home delivery, which was their only delivery option at the time. Unfortunately, home delivery means driving from one home to the next, with more trucks on the road and more miles covered. So, for the eco-conscious brand, a new approach to delivery was imperative. **"We offered standard home delivery, but being greener in that area was a big part of our thinking,"** says Jonny Archer, Head of Operations at Lucy & Yak.



*I wanted to offer to DPD pickup option because I'm never home for deliveries.*

Local pickup is a shipping solution that enables customers to collect their parcel at a secure location, selected by them, instead of having the parcel delivered to their home.

Offering pickup is an eco-friendlier delivery option for shoppers, and can help reduce emissions by up to 85% compared to home delivery.

**"We wanted to give our customers more options to make shopping with us as easy and hassle-free as possible, whether they want to pick up their order from a local store, supermarket or post office, or have it delivered."**

Offering customers more peace of mind was also a major consideration for the team

**"My wife and I are both out of the house a lot with busy lifestyles,"** said Jonny. **"With home delivery, packages are sometimes left in the yard, risking theft. When I saw how convenient it was to collect parcels from local shops, I knew we had to offer something similar to our customers. Many of our customers have similarly busy lives and want a delivery option that guarantees security."**

The priority to make customer delivery more convenient, eco-friendly and secure led the team to HubBox's award-winning pickup software. **"Lucy & Yak already used DPD and was able to add the DPD Pickup Point delivery option quickly and easily using HubBox".**



*When I saw how convenient it was to collect parcels from local shops, I knew we had to offer something similar to our customers.*



## The Results



Implementing local pickup showcased Lucy & Yak's dedication to sustainability, resonating positively with environmentally conscious Gen Z consumers and fostering trust and loyalty.



The brand have observed an increase in sales, since adding the new delivery option. Local pickup has proven to be a game changer, aligning seamlessly with their customers' lifestyles.



Including their stores as a collection location allows the brand to directly engage with its customers, from pickup deliveries to upcycling workshops.

## Find Out More

Contact us and learn how HubBox saves you money on shipping, converts more customers, and reduces delivery issues with a quick and easy ecommerce integration.

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